



**Cambria Tourism Board**  
Meeting Minutes  
**DRAFT UNTIL APPROVED**  
November 12, 2013

**1. Call to Order**

The meeting was called to order by Board Chair, Bram Winter, at 1:00 pm

**Members Present**

Bram Winter, Chair  
Nancy Carr, Vice-Chair  
Linda Finley  
Victoria Moreno  
Deborah Scarborough

**CBID**

Cheryl Cuming  
Marjorie Ott

**Excused Absence**

Pragna–Patel Mueller

**Guests**

Jessica Blanchfield  
Cody Dixon  
Dave Blanchfield  
Mary Ann Carson

**2. Public Comments**

Laura Schwartz of the Cambria Forest Committee spoke briefly about the rarity of our trees in Cambria and the work their organization is doing to bring awareness to these trees. This organization is interested in participating in Stewardship activities related to the Cambria Pine Forest. She was invited by Linda Finley to attend the Outreach Committee meetings. She was also invited to work with Outreach to apply for a grant.

**3. Approval of Minutes**

Nancy Carr moved to approve the minutes of the regular meeting on October 8<sup>th</sup> and the Special board meeting of October 22<sup>nd</sup>. Deborah Scarborough seconded. Motion carried unanimously.

**4. Consent Items – Committee Reports**

**4.1 Events Committee**

As there is currently no Event Committee chair, Bram asked if the board wishes to appoint a chair or wait until the replacement for Ken Cooper has been agreed upon to vote. It was agreed to wait. This will be revisited at the next regular Board meeting.

**4.2 Marketing Committee**

Regarding the status of the Live Cam, Victoria Moreno notified the board that the local surf community has informed Koastal Kam that any live cam directed to the ocean would not be safe. Koastal Kam is not willing to take that risk. The only remaining discussion would be if we want to point it toward town. Victoria did not think this

would be welcomed by the locals. Nancy Carr asked if there was a reason that Camp Ocean Pines would not work out for the Live Cam. Victoria said anywhere pointing to the ocean would not be safe. Charlie Yates asked if a private residence could be an option. Victoria said she has been looking into locations that are far enough away, an undisclosed location, that could point at the ocean. Sea Chest said no. Hamlet location was suggested because it is also a residence.

Jackrabbit is waiting from additional paperwork from the State of California.

The Cambria Map, to be re-designed by Susan Aldrich, will require about 5-6 hours of work to match the styling of the brochure. There will be a cost of between \$195 – 325 to complete this project.

Victoria and Pragna Patel-Mueller met with Amgen rep, Larry Gonzales to do a walk through town to determine where to place the finish line that would best allow all the needs for large vehicles and other logistics. The best option was determined to be Hwy 1 onto Main Street in the West Village to end at the Vet's Hall. Victoria spoke with Mel McCullogh about obtaining use of Vet's Hall parking, the Lion's Club Pinedorado grounds, 3 lanes of the Cambria Drive exit would need to be closed off, a large portion of the Rabobank parking lot and possibly a room at the bank. The event would occupy these spaces for one day and possibly part of the day before for set up. There will be a need for 5500 gallons of non-potable water for the barrels to hold the tents. Amanda Rice of the CCSD board indicated this would not be a problem. This will have the least amount of impact for the town because it is just to the light beyond Cambria Drive. There needs to be a news station, a finish stage and more. Larry, who has been working with this part of the event for many years, felt this was the best location with all the components needed. Mel is checking into any potential cost that may be requested for these items and will be back in touch. The event is Wednesday, May 14<sup>th</sup> which being mid-week will probably be a day of less impact. The use of these locations would be for that day and possibly the day before. Mel will check with the CCSD and Lion's Club for approval and cost of use. Victoria said they will leave at the end of Wednesday and are very quick and clean in their shut down process. They have somewhere they need to be for the next day. Pragna mentioned to Victoria that she could contact the Rabobank manager.

The Weather Station is up and ready to go. We are going to put the weather on the Website home page and on the map page place

more detailed information, such as rainfall, high tides and low tides. Victoria has requested that surf conditions be included in that detail. It has a good Search Engine Optimization benefit as weather is one of the most frequently searched items.

#### **4.3 Outreach Committee**

Linda Finley had no updates since the last meeting. Stewardship will be discussed later in the meeting.

#### **4.4 Governance Committee**

Bram mentioned that we need to select a replacement board member. Nancy suggested that we first need to approve Ken's resignation. Cheryl Cuming added that we just need to formally accept Ken Cooper's resignation from the Board. Bram stated that the CTB formally accepts Ken's resignation. Nancy asked if it still needs to have the 10 day posting at the County or if that has already occurred. Cheryl said it has been posted for the full 10 days so has met the posting obligation. We can fill his open position at any time. His term was renewed through January 31, 2016. The person who replaces Ken takes over that term. Bram asked if this person gets a short term. Victoria and Cheryl commented that several of the current board members did this and were able to extend their terms an additional 3 years.

Bram brought up the letter that the board received from Elizabeth Bettenhausen expressing concern about how the board intends to deal with the water shortage as relates to tourism. Julia drafted a preliminary letter which he wondered if the Board wanted to adopt. The board had not received the letter. Julia sent it only to the Board chairs. Julia will send it to the rest of the board to review, make adjustments and send on to MMC. Bram asked if the CBID was planning to respond. Marjorie Ott mentioned that since the CBID was mentioned there would probably be some response. Bram said the CTB response would be sent to Cheryl prior to being forwarded to the person who wrote the original letter.

## **5. Discussion and Action Items**

### **5.1 Board member intent to remain**

Cheryl clarified that there are 4 board members whose terms are set to end on January 31, 2014: Pragna Patel-Mueller, Linda Finley, Deborah Scarborough and Bram Winter. All are eligible to submit their interest to continue for another term, through January 31, 2017. Bram remarked that all had submitted their letters with intent to remain for that 2<sup>nd</sup> full term. Cheryl said the Board will need to vote their support and the Board of Supervisors confirms those appointments. Cheryl requested that it be reflected in the minutes through motion, that the board supports the interest of each person to continue to serve.

**Victoria Moreno motioned to accept Deborah Scarborough's letter of intent to remain. Linda Finley seconded the motion. Motion unanimously accepted.**

**Nancy Carr moved and Deborah Scarborough seconded we accept Linda Finley's continuance on the board. Motion carried unanimously.**

**Victoria Moreno moved and Nancy Carr seconded to accept Bram Winter's letter of intent to remain. Motion unanimously carried.**

**Nancy Carr moved and Linda Finley seconded to accept Pragna Patel-Mueller's continuance on the board. Motion unanimously carried.**

Cheryl congratulated those who were re-appointed and commented that she appreciated all of their willingness to continue to serve because on an ongoing basis having the folks doing this continue to serve makes a difference.

### **5.2 Board Member Appointment**

Bram noted that we have 2 applications: Charlie Yates and Jim Bahringer. He asked if there were any questions about either of the applicants. Ralph Covell asked if it was too late to apply. Victoria commented that it is a constituency opening so it had to be a lodging property. She felt that Charlie represents a rather large property whereas Jim is a smaller property. Bram agreed that it would be nice to have Pacifica represented on the board. Cheryl encouraged Jim to get involved on a committee.

**Nancy Carr moved and Victoria Moreno seconded we accept Charlie Yates application for board membership. Bram asked if there was discussion. As none was requested, the vote was taken. Motion carried unanimously.**

Nancy asked if he could step up now. Cheryl gave the process that will follow. The application will be submitted along with the minutes to the Board of Supervisors for their approval. As it is the holidays there are not as many Board of Supervisor meetings. Cheryl will let Charlie know as soon as he is confirmed and at that time the CTB board will vote to appoint him. Bram asked if he can participate in the interim and he is welcome to do so. Victoria welcomed him to participate in the Marketing Committee.

Victoria asked to return to Amgen. She has spoken with Kyle Womack who has done a lot of events on site coordinating for Savor and a group called Gorilla Gardeners. Their efforts were to keep the imprint low environmentally after an event of this size. Amgen is very savvy about it having done this for many years. Victoria feels we should consider having her team handle our local on-site actual event production. Kyle will have more information for us in the future. Mel commented that we will need a large volunteer crew to do event clean up because if we don't do it, the facilities will charge for that service. Cheryl commented that Larry Gonzales at the Amgen meeting said that they pride themselves on leaving the community cleaner when they leave than when they got there. She did not feel that would be a problem. Cheryl added that there is a group that does this work. It is an eco-rotary that provides a similar service. They are not as used to large events. Nancy added that there is also Eco-Club in Morro Bay. It was mentioned that the interior of the buildings would be the greatest concern. Victoria commented that the interior of the buildings would not be for public use. She spoke with Ray at the Vet's Hall who was very clear about how the clean up of the interior needed to be done.

### **5.3 MMC Scope for Amgen**

Cody Dixon handed out a copy of their scope. Bram permitted a few moments for the board members to review it. Bram commented that the total proposal was a not to exceed \$10,000 amount. Jessica Blanchfield spoke with TJA and Guy Savage at the County to help them determine the scope of work and fee structure for that work. TJA commented that he spent a lot more hours than what had been quoted to Avila Beach for his involvement with the Amgen event in prior years. Jessica commented that they know there will be a lot more work on a local perspective. This proposal is for marketing and PR type meetings. They anticipate attending 1 meeting per month from January through May. Cody commented that there is a lot of opportunity for PR. His portion of the proposal is a conservative number of hours he believed he would put in only for the Cambria portion of the Tour. It would be working on co-op opportunities with Amgen as well as with people at Visit California, people in sports media and local media. Jessica added there are numerous media and marketing opportunities, coordinating and developing the art for those pieces. There are also certain elements of the "Outsiders Welcome" campaign, including some "spots" that can be used for this effort. Total Cost would be \$16,090 but MMC is gifting \$6,090 of their time for this event to bring it to the not to exceed \$10,000 budget for the event. Of that total, \$9,745 would be apportioned from the MMC existing 24 month budget from areas that were not

used earlier in the year. MMC is going to gift \$4,180 (44 hours) of that leaving an adjusted total of \$5,565 of the \$10,000 total. Bram asked Victoria if she had any thoughts. She asked if the focus is on the town of Cambria and not the event itself. Jessica agreed. Victoria wanted to make sure no efforts were expended market the event. Cheryl emphasized that the publicity is wonderful but recommended that the CTB do as much as they can to market Cambria as a Bike Friendly community to get more cyclists staying in Cambria, getting the future benefit of these overnight stays. She encouraged MMC to build that Bike Friendly standing with lodgings so their marketing efforts can reach that community of people. She added that a lot of people have an event like this come and go and do nothing with it. Furthermore there is no other community in the county that owns "Bike Friendly." Victoria added that Cambria is considered a Bike Friendly town currently by many cyclists who live here and visit here. Cheryl added that we need to say it and make that more publicly known, marketing to that niche market. Cheryl said this could drive tourism infrastructure projects that we may want to support to get that audience interested. Victoria added that it is a good demographic for Cambria. She asked MMC if they are including location scouting, production and pre-production. Jessica said to leverage MMC the CTB would work the local production and pre-production work.

Victoria asked if the not to exceed was \$10,000 and asked what the other numbers of \$5,525 was for. Bram commented that the \$5,525 was included in the \$10,000. He then asked if there needed to be a vote to approve their scope. Cheryl said we would need a motion to accept the not to exceed \$10,000. Bram asked for the motion.

**Nancy Carr moved to accept the not to exceed \$10,000 for MMC to work on all our PR and marketing for the Amgen Tour. Deborah Scarborough seconded.**

**Nancy amended the motion to say that funding will come out of our Contingency line item. Deborah seconded the amendment. Bram asked for any discussion. Victoria commented it is a lot of money. Nancy stated that it is a not to exceed and there is a lot of time involved. Motion carried 4 in favor, 1 abstention – Victoria Moreno.**

#### **5.4 *MMC Items needing a vote***

Jessica explained that the costs involved in working with the design of the map as well as the cost of designing the map and brochure was not included in their original budget. This would be an

additional charge. The cost for the map designer is \$195-\$325 depending on hours and the cost for MMC design time for the brochure they estimate at 10 hours for a cost of \$950. This is a multi-fold brochure with the map on the inside. The cost for printing is not known at this time. Nancy asked if we can vote on this when we have the printing numbers. Jessica said the only thing that would hold up is the design of the map itself. Marjorie suggested voting on everything except the printing. Jessica said the map was close to what we want but we had a few changes to include certain things that the CTB wanted. The cost for both the map design and the MMC design time would be a not to exceed \$1,275. It was suggested to make sure that Stewardship and bike activities.

**Deborah Scarborough moved to approve map production for the Map Brochure not to exceed \$1,275. Nancy Carr seconded. Motion carried unanimously.**

#### **5.5 *Star Report Contract***

Dave Blanchfield stated that the original contract wording did not allow MMC to recoup their costs for providing information to the CTB. Their legal counsel tried to work with MMC to create an agreement where MMC could sign the contract on behalf of the CTB. What they looked for was a written agreement acknowledging that this is proprietary information that we cannot distribute this information. The County would not sign that kind of agreement and the CTB cannot sign any agreements. Only the County can contract on our behalf. MMC said the way to go from here is if MMC agreed to contract with STAR and did not provide the CTB with raw data.

Victoria asked what the difference was in the information they would receive as opposed to what they would report to us. Cody Dixon said it was the detailed break out of the report is what they receive and they give us general numbers, such as percentages of increase or decrease. They can report a generalization of the report not actual numbers. Cheryl said to define a baseline and then work with the percentages as a way to see what the increase would be. Victoria asked if the lodgings would be able to access their own information and the aggregate through the STAR Report or through the CTB. Cheryl commented the only way to get an aggregate report is through the information the CTB sends to them. Victoria asked if the data we will receive is going to be adequate to get the information we need receive for room rates, AVR's and TOT? That was the reason we agreed to sign up for the STAR Report. Victoria asked if the average room rate was \$79.95 could we say it was about \$80? Dave Blanchfield said it would be prudent to use that as an example and check with STR to see if



that was too specific. Victoria's concern if we are not able to see enough detail to get the information we need to we want to spend the money. Dave said it is certainly enough for them to know what they need to help them do their job better but the board needs to determine if it is adequate for their needs. Cheryl commented that the CTB decided to do it to measure our activities against some kind of success criteria. The only other thing she can give is the TOT. This would be the only better information we will get. STR is not used to working with an organization that will share information with so many others. They are accustomed to working with the individual lodgings. The CTB is working with a lot of lodging properties whose information is typically private. Victoria responded that we are not looking for the individual information; we are looking for the aggregate averages. Marjorie remarked that we would have had the access we need except that the county would not contract with STR. Dave added that they cannot do a contract because STR is not licensed in California and is not willing to become licensed in California. This is a result of County procedure.

Bram suggested we move forward. Charlie expressed concern that we do not have enough properties involved. At present Pacifica is the only lodging property he sees that is participating. Victoria responded that we have over 500 properties agreed to do this but they are waiting because we have not been able to get the contract going. When that is resolved, we can put them all in touch with STR and get them involved actively.

Bram added, they are committed but they are not reporting yet.

Nancy asked if others can add on once they see the success.

Dave said he will continue to negotiate the contract and will allow the board to see it once it is complete, before they sign it. Cheryl feels that once people see the information that is being reported, others will want to get involved. It was asked if we are certain the lodgings, under MMC, will be able to get their data. Cody assured that they would.

## **5.6 Facebook Admin Rights**

Bram explained that currently Victoria, as a board member, has backend admin rights to the Facebook account. Victoria added that Julia has those right as well. Bram suggested that it creates problems when Board members have rights because they are not accountable. Nancy added that a board member is not under the direction of the board that Julia, as a contracted managing assistant, would be. Victoria explained that she is the page manager on the Facebook page. She looks at the back end stats: activity logs, postings, insights. She can read things in the insights that we as a board don't always get in the MMC reports. It is a very

valuable tool. She has corrected mistakes that have been posted. She is the marketing chair and does not feel that is out of line. She also manages 40 other Facebook business pages as page manager where this is not an issue. She does not post on the page. She does not do anything to the posts on the page. If she sees a problem she takes it directly to them. She does not understand the concern and does not care if others have admin rights as well. Bram said it is not particular to Victoria, he and Nancy do not feel it is advisable to have any board member have the ability to go onto our Facebook and post or delete anything they want. They feel it should be left to the contracted employees/contractors. It is not personal; it is a decision about not giving anyone in the position of a board member those rights. Victoria feels that they should have those rights. Bram expressed that if anything goes wrong on the page, how can they hold MMC fully accountable if Victoria or any other board member has access. Cheryl commented that from CBID's perspective she and the marketing committee do not have access. Only the Marketing Firm has access. Victoria stated that this is a unique position because she has more understanding of a Facebook page than anyone else does. Bram remarked that this is about the board position and that someone else is going to come into that position who does not know about Facebook. He feels we should make rules that have blanket application. Deborah said that the Marketing Committee chair should be able to check any stats on the page. Bram said that the Chair should be able to request that from the Marketing Firm. Victoria remarked that the reportable stats and the downloadable files are one thing. There are certain insights that are interactive on Facebook that you cannot see without page manager access. She likes to look at data that she cannot get without admin status. Nancy said she agrees with Bram that it needs to be across the board that when there is someone else in the Marketing Chair position that does not understand we would not want them to have it so it needs to be overall policy. Cheryl said that because Victoria has that knowledge that is great but none of the other local fund boards have any kind of access. Victoria commented that she has been able because of having that access make changes as in the beginning when MMC was choosing the option that was most costly to do and the likes were coming in at over \$1 a page. She worked with them and showed them the tricks and now they are targeting the ads separately and the likes are coming in at a much lower rate. We have never done the 6 month review that was in our contract to do so there is a reason for her to be an admin on the page. Cheryl recommended they do a 6 month review report. It was a caveat for their hiring. At that time the board can decide what is the next best step.

Bram asked what the board wants to do. He recommends we create policies that are blanket to fit everyone. He knows Victoria has the knowledge to do this but not everyone will and we don't want those who don't know to have access. Deborah remarked that she does not feel that this means everyone would have access. She feels Facebook, Twitter and others are the most important form of media. She has worked in social media and feels that the chair of the marketing committee should be involved in seeing that those things are happening correctly. Nancy commented that not every chair is going to know what to do. Deborah feels every Marketing Chair, not just Victoria, should have this access. Cheryl said normally the Chair will get that data from the marketing company, the board reviews it, asks questions of them but the admin or committee chair does need access to get those questions answered. Bram said Julia would have admin access in case we need a comment deleted or something.

**Nancy Carr moved that we limit the Facebook Admin rights to our administrator and our Marketing Company. Bram asked for a second. Bram seconded the motion.**

Nancy thought we were planning to review this after the 6 months review is completed. Bram would like to take care of this and then go on to the review. He asked for further board discussion. There being none, the vote was called.

**Motion carried 3 in favor and 2 against - Victoria Moreno and Deborah Scarborough.**

#### **5.7 *Tent Cards for Lodging Rooms***

Bram reminded the CTB that Linda was going to look into having tent cards made as an effort on the part of the board to help with the water crisis. He believed the CCSD was going to participate. He turned it over to Linda Finley. She has not contacted the CCSD. They do have tent cards available. MMC did provide a quote and are available to create them for us. There was some concern that it was a bit too costly. Linda went onto Vista Print to create a concept for the cards. She presented two options to the board. Nancy mentioned that she got some of the free cards from the CCSD and found they do not apply to the policy of her lodging. On the card it mentions something in the linen policy that does not work with her lodging. Her feeling is that these should be individual to the lodgings. Marjorie commented that she believes most if not all of the lodgings do this already. Linda thought it could be an incentive. Bram remarked that we could offer them to the lodgings

and the lodgings would then not need to pay for their own. Cheryl recommended that the CTB notify the lodgings that the cards are available to them at no charge through the CCSD and that the CTB encourages them to have an ongoing program for conservation of water resources. Thereby sending a message that this is something we support. MMC would include this in their next constituent newsletter. Bram asked if MMC had tent card design options to look at. They did not. Jessica suggested that the creating of CTB tent cards would be an opportunity for branding. MMC would want to design them so they match all other marketing collateral.

Linda wants to make sure the community knows that our board is just as concerned about this water crisis as the rest of the community. She suggested perhaps working with the CCSD to design one of their cards. Nancy said she did not know the policy of other lodgings but the card cannot be so specific as to disagree with the policy of the lodging. It was suggested the card have a more general language that could pertain to all.

#### **5.8 *Mission, Vision, Core Values***

Bram reminded the board that this had been presented at the prior month's meeting to review and vote on this year. Linda requested we review this and compare it to the PowerPoint which verbiage she prefers. Cheryl commented that this is different. Discussion tabled to next month.

#### **5.9 *Cambria Historical Society – Historical Plaques***

Bram, we have approved \$20,000 for historical plaques. There was a concern that they would only be able to go forward with the full count of plaques. He asked Cheryl if they could go forward if they have only 12 at this time. She confirmed that would be acceptable. It would just amend something previously so it should be entered into the minutes. The County would need the names of who those people are who have approved the plaques on their homes. Nancy commented that in an email when she asked if they already had the 12, she was told they did not. She wondered if they don't have them why would we want to approve that expenditure. Linda stated that they anticipated getting that number easily. Cheryl said the County would not approve any expenditure, unless they have the signatures of the owners approving the plaques. The question was asked if they could do a partial expenditure as long as the signed agreements accompany the request. The answer from Cheryl was yes. Linda notified everyone that the Cambria Historical Society Museum will be having a ceremony for the installation of the very first plaque at the Museum this Saturday at noon.

Cheryl asked if the original motion asked for all of these. We may want to make a new motion that we would like to portion this out based on the written approval of the property owner.

Linda moved that the Cambria Historical Society be able to portion out the grant for \$20,000 as written approvals are received by the property owners. It was mentioned that the original motion was not that specific. It was an up to \$20,000 amount.

Jessica asked if there is any idea of when the first 12 will be posted as it would be an excellent marketing opportunity. And the walking trail could be promoted as part of the marketing effort. Cheryl suggested the CTB map brochure could include where to pick up the Walking Tour map at the Cambria Historical Society Museum.

#### **6.1    *CBID Update***

Cheryl Cuming presented the local fund update for October 2013. She focused on the Quarterly TOT section where it reported the Fiscal Year 2009-2010 through 2012–2013 TOT by Fiscal Year. She noted that the TOT has grown from 2009 to 2013 from \$5.45 million to \$6.78 million which is an increase of 19.5% over 4 fiscal years. The BID Assessment collections grew from 1.01 million to \$1.48 million which was an increase of 46.1% over the same time period. Bram asked if there was a way to get the same figures for 2007 and 2008 as those were times when business was better and it would be good to see the comparison. Cheryl will look into it. In the CBID Key Milestones/Info section, Cheryl mentioned that the CBID will NOT be signing the Affiliate Partnership Agreement with Booking.com. Individual lodging properties can still sign up if they choose. The CBID has been exploring for 3 ½ months for a booking platform that will be integrated into the website backend, whereby no booking fees will be incurred. A local San Luis Obispo based booking engine company made a presentation at the last board meeting. Next Wednesday the CBID will consider funding this opportunity and Cheryl will notify the CTB of the result once it is decided. She suggested that the CTB may want to hold off with Jackrabbit Systems. Marjorie commented that this is a brand new firm located in San Luis Obispo. She also suggested we consider holding off with our agreement with jackrabbit. The new company is called Zeppelin, a sister company with MZURE, the company that invented Grand Theft Auto. Chad McNeil is living in SLO. The CBID has been very impressed. If the board agrees to the contract it will be a 5 year contract and will provide \$175,000 per year in advertising monies for 5 years. They want to start with the CBID so they can form their company in San Luis Obispo. Once approved, it will be given at no charge to Cambria. We would get a booking

engine that would not cost anything. By summer we would not need Jackrabbit any longer. It functions at a much higher level than Jackrabbit does. It will take approximately 4 months to build it out once contracts are signed. The anticipated date of completion is May 2014. Visitors would not leave our website as they would with others. Unlike Jackrabbit that scans twice a day on occupancy, this company would scan every second. So the minute a booking occurs it will be taken off the availability list.

Next CBID report will have the stats for the quarter.

It was asked if the CBID meeting was a public meeting. Cheryl said that it is but there will be no presentation by Zeppelin at the meeting, the board will just be deciding on if they want to contract with this company. Once it is all signed and contracted, Cheryl will make presentations to all the local funds.

## **6.2 *Financial Update of Cambria Assessment***

No presentation or discussion took place. Cheryl moved on to the next order of business.

## **6.3 *CBID presentation***

### **6.3a Coastal Discover Month**

Cheryl reminded the CTB that February is marine month, now called Coastal Discovery month. Constituents will have received an email today asking them to put a February package together for the CBID with a November 20<sup>th</sup> deadline. They want as many lodgings as possible to participate. The CTB does not need to follow up with this. The Wine Coast Country will be blogging, posting on all social media platforms. There will be a giveaway, getaway contest. They will be working with partners and having reciprocal linking opportunities. There will be a video about it on YouTube. There is a hope that once this month passes there will continue to be package offers to keep up the momentum. The plan is to have Coastal Discovery month every February.

### **6.3b STP Success with Di Strachan**

Linda Finley introduced Di Strachan who started the Stewardship Travel Program. Each community has a Stewardship Traveler Liaison. Linda is the liaison for Cambria. Di is excited to see how integrated into our mission vision and goals we have made the Stewardship Program. We have 73 Stewardship Traveler activities in Wine Coast Country region. We have 8-10 for our area. Our area is a star area. Some of the best activities are from this region. We are not actively seeking new activities but will accept applications if there is interest. They have partnered with 28

nonprofits and 8 businesses that are sponsoring or creating Stewardship Travel programs. It is a great community building process. Nonprofits who wanted nothing to do with Tourism are participating in this process. Every single activity has to meet 3 criteria. It has to meet a deeper connection, a more meaningful vacation. There must be a learning opportunity and people have to have an opportunity to make a difference while they are on vacation. They can donate money to support their special place, or do a Stewardship activity such as planting trees. This strategy was designed to be highly content rich and highly newsworthy. It is moving very well, better than expected. There have been 7 blogs and 10 more planned. Di is editing all that is on it. History and culture is a big part of this program. It is about conservation of our heritage, not just an environmental program. She has plans to leverage other companies and groups that already have a large contact list. She wants to partner with them to promote what we are doing here. When the development of this program began there was nothing about it on the internet and now it is all over the internet. Di will be in touch with MMC to discuss how Stewardship Travel can work with our marketing program.

Stewardship Travel is designed to visit during the off-season and it is designed to reach people who want to come and take care of a place.

There was a question from Elizabeth Bettenhausen about how the board is addressing the fact that you can be a Stewardship Traveler but only if that entails a significant reduction of water use from the norm. Would the board be attending to this particular situation of rainfall being disproportionate to the number of tourists in town? Di responded that we are just beginning and what is so exciting is the big part of Stewardship Travel is educating, educating our visitors on what matters, such as the water issue being discussed. Di continued that is it great to have this concern. Stewardship Travel speaks to sustainability. Di asked if there are any questions. Bram commented that it is clear thus far but we may have questions as we move forward.

Cheryl encouraged the lodging properties to continue to use the Stewardship Travel packets and if they are running out of any materials to let her know.

#### **6.4 *Cambria Chamber of Commerce***

Mary Ann Carson reported that the Chamber is working on the Tree Auction, helping to raise funds for nonprofits, Hospitality Night, Holiday in the Pines which includes large tree lighting and

decorations around the town. They have put ads in the Fresno Bee, Bakersfield and LA Times. They are trying to get people here in December. They are working on the Art and Wine Festival for January. The dinner sold out in two days. Each of these events has hundreds of details. The Chamber had over 1,000 visitors in October. The Scarecrow Festival was instrumental in that. In addition the board elections are coming up. They worked with a couple of travel writers and do this on an ongoing basis to get the word out about Cambria. They have been working with Highway 1 to get that repaired. She asked if there were any questions. Di asked if the Cambria Stewardship activities were on the Chamber site. Mary Ann said they did not. They agreed to work together to get them listed on there.

#### **6.5 CTB Financial Report**

Bram commented that since Julia has now got the financials near to what is already reported on the CBID financial report, he suggested we have Julia stop doing the financial report. It seems almost redundant. Cheryl disagreed. She said that the CBID provides the financials and Julia prepares the budget. That if Julia stops doing what she is doing the CTB will not know how much money they have. Julia asked if she did not need to do the financial reports, she could do the budget on excel rather than Quickbooks. It was her understanding that she needed to keep the financials. Cheryl said the County did not require the local funds to do financials onto Quickbooks, that an Excel budget is fine. As long as we are able to track where we are, that is adequate. Julia said she already has it in an Excel format. It was decided Julia will be in charge of the budget and no longer needs to use Quickbooks to process the financials as that is being done by the County.

Bram moved forward going through the Financial Report line by line.

#### **6.6 MMC Marketing Update**

Cody reported on the Fitcation Lunch event in October. It was a very successful event. Lunch was provided by Robins. The reach from Twitter alone was 130,000 people. There have been 7 trackable blogs and more are to come. Cody tweeted on site and met with the travel bloggers while they lunched.

He went to Sacramento last weekend and talked with VisitCalifornia. He wants to be in their awareness and be a squeaky wheel that they remember. He received an email from a blog writer from the United Kingdom who wants to do a multi-generational piece on Cambria. She will be coming with in-laws



and will be staying in Cambria. MMC will be working with her to help her locate lodging, and travel plans while in Cambria. He has remained away from recommendations as he knows it is not good to play favorites. This will be Thanksgiving weekend. Cheryl said there is a Stewardship Travel opportunity for planting a tree on Fiscalini Ranch. Di offered that whenever they need help in relation to Stewardship Travel in Cambria she is available to assist.

Jessica gave a quick overview of social media. Facebook is up 12.2% gaining a total of 1,515 likes. On average, 1,589 people visit the VisitCambria page each day. Twitter has 64 new followers with 213 total engagements. We have reached 298,454 people with 710,350 impressions. Instagram has increased 29%, Pinterest 6%, 147 email subscribers due to Pandora which is doing very well. We have had 4 scans on US Airways magazine. Fall in Love with Cambria Sweepstakes had 373 entries, 93 likes, over 1,000 views. The winner was from Newark, CA. Website stats: in October we had over 2,000 unique visitors, top cities were Fresno followed by LA and San Francisco, top referring sites were TripAdvisor, Facebook and Pandora. Top referring campaigns: 110 hits from the eBlast, 75 from Pandora, 25 from Fitcation, 20 from Sunset, 9 from PR webs and 3 from LA times. eBlast stats: 34% open rate strong click through rate. This was the first we have sent.

**7. Future Agenda/ New Business**

Events will not have a meeting. Outreach meeting time is changed to 2:30 pm. Next business is December 10, 2013.

**8. Adjournment**

There being no further business, the meeting adjourned at 3:00 pm

Respectfully Submitted,

Julia Mitchell  
Cambria Tourism Board  
Managing Assistant